

ttgluxury

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PROFESSIONALS



SETTING SAIL

We've got cruise covered in this new-look issue... with trend forecasts, tips from agents on growing sales, and a look at upcoming ship launches, it's time to get onboard

Plus: Ski, the luxury view from Ledbury Research, Joss Kent, on location with Travel Solutions, what's hot in New Zealand, how to publish a magazine, the world of Virtuoso and more!

ttgluxury partners with A Taste of ILTM

By April Hutchinson

World Travel Market and *ttgluxury* are to partner for the second A Taste of ILTM at WTM this November.

The inaugural event took place last year within a dedicated area at WTM. Buyers had a direct responsibility for the purchase of travel products worth an estimated \$3 million annually and the event saw 50 suppliers meet 50 agents.

This has grown this year to 60 exhibitors being connected with 60 UK buyers over the first two days of the show.

A Taste of ILTM at WTM takes place November 3-4 with the aim of connecting key suppliers with agents in a series of 15-minute appointments, resulting in 1,800 meetings across all attendees over the two days.

As part of the partnership, issues of *ttgluxury* will be available in the invitation-only lounge.

"We were absolutely delighted to come onboard with the event, as we know how important face-to-face meetings are for luxury agents, so we support anything where these might be happening with ILTM," said April Hutchinson, editor of *ttgluxury*.

Appointments take place in private meeting pods. Exhibitors confirmed to attend include New Zealand Tourism; Radisson Blu Resort & Spa at Dubrovnik Sun Garden; St Lucia; Sun Siyam Resorts, Trump International Tower; Beverly Hills Conference and Visitors Bureau; Esplanade Zagreb from the Croatian capital; Heritage Negombo from Sri Lanka; Hotel Condes de Barcelona; Sumahan hotel in Istanbul; and Waldorf Astoria and Conrad Hotels & Resorts.

"This event adds a dedicated luxury focus to WTM, bringing new products to the event floor and new buyers, improving the overall offering of WTM for all participants," said WTM senior director Simon Press.

A Taste of ILTM attendees will also have a champagne reception at the end of the first day, coupled with a talk from a high-profile speaker.

